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## **Стилевые и жанровые особенности текстов рекламных листовок на русском и английском языках**

В статье рассмотрены стилевые и жанровые особенности текста рекламных листовок. Автор определил структуру рекламного текста листовок, выделив облигаторные и вариативные элементы. Выявил жанрообразующие и языковые средства, характерные для текста листовок на русском и английском языках.

## **Stylistic and genre features of Russian and English flyers**

In today's market place, no commercial entity can successfully conduct business without advertising in one form or another. It is necessary both to spread the information about the product or service quickly and effectively in order to reach the maximum number of potential customers, and stimulate them to buy the product or service. Flyer is able to solve this problem, as it can influence the target audience quite successfully within a short space of time.

A famous public figure, an authority in the field of marketing and advertising E. V. Romat defines «flyer» as «one-way or two-way image (text), placed on a sheet of relatively small size» [2: 254].

Advertising is of great interest to linguists because its effectiveness is largely determined by the quality of the advertising text. However, the problem of advertising language is, as yet, an unexplored area. Some linguistic means used in advertising, which can contribute towards achieving its goals, have not been investigated properly so far.

It is said that basis of the advertising text should contain reliable information about the object of advertising, something about its unique features in contrast to similar products and some information about consumer's benefits. On the one hand, an advertising text possesses such features as logic, clarity, intelligibility, on the other hand, it is based on

argumentation, imagery and subjectivity, that express the author's attitude to the advertised product, as the ultimate goal of the advertising text is to influence consumer's mind in order to persuade him/her to buy the product.

The language plays a major role in the efficiency of the advertising text. Among the linguistics means of advertising text in general and flyers in particular special attention is given to lexical means.

A clear syntax structure in the advertisement of a flyer is of great value, as it allows a customer to absorb information quickly. Expressive syntax plays an important role because it can both help to structure the advertising text clearly and to enhance the presentation of the product advertised, that has a positive effect on a customer's perception. Stylistic (rhetorical) figures are usually referred to an expressive syntax [3].

Predominance of one type of sentences over another refers to the special features of syntax of advertising texts. For example, 90% of all advertising texts use affirmative sentences, rather than negative. This can be explained by the fact that one of the main functions of an advertisement is claim. However, negative sentences are also used to create expressiveness against a background of frequently used affirmative sentences.

Interrogative and imperative sentences are also used in advertising texts along with affirmative sentences. Indeed, interrogative sentences are used to: improve the original text; creating illocutionary effect. Usage of incentive offers in advertising texts often leads to wariness and mistrust, because the human mind instinctively resists any orders and impulses.

*Figure of speech* is a form of expression (as simile or metaphor) used to convey meaning or heighten effect often by comparing or identifying one thing with another that has a meaning or connotation familiar to the reader or listener [4].

J. S. Bernadskaya in her book «The text in advertising» makes the case that dynamic and expressive syntax is very important [1]. In the process of the analysis we found out that flyers contain the following syntax: parceling, antithesis, gradation, epiphora, parallelism, ellipsis, aposiopesis. Let us consider some of them in more detail.

*Parceling* is an intentional splitting of sentences into smaller parts separated by full stops [5]. A flyer for a window shop "Atrium": «*Будь в курсе! Узнай лучшее спецпредложение! Первым!;*»; «*Snap! Crackle! Pop!*» (rice krispies advertisement).

In print advertising copywriters often use parceling in order to facilitate the perception of the advertising text and make it attractive to the reader.

*Antithesis* is a rhetorical term for the juxtaposition of contrasting ideas in balanced phrases or clauses [5]. «*В холод – тепло, в жару – прохладу принесет кондиционер фирмы Samsung*» (Samsung); «*Get more car for less money*» (KIA motors). The text of advertising becomes more extraordinary through such figure of speech. Antithesis achieves the aphoristic expression of thought. It creates a contrast, stresses the point, draws attention to the most important things, and promotes brevity and expressiveness of the sentence.

*Gradation* is a stylistic device; a series of similar word or expressions that gradually emphasize and increase or, on the contrary, decrease the sense or emotional significance [5]. «*У стиральной машины есть одно качество, выгодно отличающее ее от других. Когда она работает, ее не замечаешь. Она практически бесшумная. Рядом с ней сможет спать даже кошка*» (Indesit washing machine). By applying the gradation in advertising, a bunch of verbs or adjectives are commonly used.

*Ellipsis* is such a syntactic structure in which there is no subject, or predicate, or both [5]. Experience shows that verb is often missed. «*Предъявителю флаера – новогодняя скидка*» (fitness center); «*Volvo for life*» (VOLVO dealership). Elliptical structures may also reveal such speakers' emotions as excitement, impatience, delight, etc. As a stylistic device, ellipsis is an effective means of protagonists' portrayal.

*Aposiopesis* appears when the speaker is unwilling to proceed and breaks off his narration abruptly [5]. «*Никогда еще область косметической продукции не была такой богатой, насыщенной, стимулирующей, как сегодня... Получайте удовольствие...*» (Faberlic company); «*There we are... Wherever you go...*» (FNB Bank). Aposiopesis not only attracts the reader's attention, but also makes "read between the lines" and figure out the idea.

There is another device used in advertising texts – words and phrases that trigger a certain reaction. For example, English advertising texts include such words and phrases as «*new, free, present, declare, mystery, secret, magic, economy, guarantee, more, cheap, better, the best, super, now, the first, revolution, unreal*» and so on. And Russian advertising texts often contain the following words and phrases: «*бесплатный, выгодный, дешевле, экономичный, самый лучший, отличный, подарок, беспроцентный, низкие цены, эффективный, надежно*» and so on.

The main lexical tool of flyer is highly informative lexis. For example, it is represented by proper nouns (NIVEA, Lenin street) and numeral adjectives (20% of, 11<sup>th</sup> Street Atrium, hot pizza by 10 \$, dec. 22. 2016, work schedule and telephone number).

In order to achieve the main pragmatic goal – to induce the recipient to buy the product – various language means are used: lexical, syntax, grammar, graphic, phonetic. Language means also include alliteration (the most common phonetic means in advertising), onomatopoeia, estimated vocabulary, words that have a bright positive or negative connotation; neologisms, rhyme, rhythm, repetitive syntax, the widespread use of different tropes: metaphor, metonymy, synecdoche, litotes, hyperbole, and others.

Flyer has a limited amount of information. That is why the content of the main text is limited to a few blocks: a catchy title (a slogan or a company name), an image, a logo, an address and contact information, an echo-phrase (tag-line), duration of the action, a list of services with prices or a more detailed product description, a map, etc. However, not all blocks can be included in a flyer. They vary depending on the subject of thought. For example, obligatory elements of flyers include a company name, a logo, an image, a list of available goods and services, contact telephones and an address.

There are also variative elements – a slogan, a description of additional services or range of products, some information about the possibility of receiving a gift (a bonus), prices, a website, a map and a schedule.

The comparison of English and Russian advertising texts of flyers reveals the predominance of the same composition type: «opening sentence + information block + slogan + reference data» and some similarity of the expressive means in advertising texts in both languages.

Flyer is a tool of manipulating consumer's mind. It may accomplish the attractive, suggestive, image and information functions. Flyer reflects an impulse of a customer to buy the product and promise to provide benefits. These functions of flyers are defined by the choice of the advertising text composition and various language means mentioned above.

## **Список литературы:**

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### **Аргументативные стратегии в дискурсе программы южнокорейской политической партии Сэнури**

В статье приводятся результаты исследования и описания типов аргументативных стратегий в дискурсе программы южнокорейской политической партии Сэнури в терминах прагматодialeктической теории аргументации.

### **Argumentative strategies in the discourse of the program of South Korean political party Saenuri**

The argumentation is a form of human activity in which a human being fulfils oneself as a linguistic personality, with his/her knowledge and views, system of values and common sense, communication skills and logical culture, epistemic and emotional states, social dimensions of